

Strategic Media Services - DC
3299 K Street NW
Suite 200
Washington DC 20007

American Petroleum Institute/ Issue
Submission Number 285 Issue 1



WNCN-TV
1205 Front St.
Raleigh, NC 27609

PHONE (919) 836-1717 FAX (919) 836-1747

Client:	American Petroleum Institute/ Issue	Submission Cost:	3950	Campaign Ref:	E:064100820
Buyer:	..	Client/Product/Estimate:		Sales Rep:	HRP Washington, DC
Schedule Dates:	11/26/12 to 12/02/12	Weeks:	1	Order Ref:	06410082
Est./PO Number:	06410082	Contract type:	Political	Business Type:	POLITICAL
Associated Copies:	No			Business Category:	Transactional

Product:	Api Target 2012	Booking Group:	WNCN	Key Market:	Raleigh-Durham, NC
Demographic:	(L) Household	Order:			

Ref	Sales Product Details	Rev Type	Rate	Spot Type	11/26	Total	Cost
1	M-F 6a News .T.T...	04	225	30 Comme	Nbr of Spots 2	2	450
2	M-F 7a Today Show M.W....	04	400	30 Comme	Nbr of Spots 2	2	800
3	M-F 6p News .T.T.F..	04	275	30 Comme	Nbr of Spots 3	3	825
4	M-F 7p News M.W....	04	275	30 Comme	Nbr of Spots 2	2	550
5	Sun 6p NewsS	03	200	30 Comme	Nbr of Spots 1	1	200
6	M-Su 11p News .T.W.F..	05	375	30 Comme	Nbr of Spots 3	3	1125
Weekly Totals: Total Spots(Ord Spots)					13	13	

Grand Totals				Month 12 Weeks: 5			
Totals				11/26			
Spots				13			
Cost				3950			

Grand Totals:

Spots:	13
Gross Total:	3,950.00
Commission:	592.50
Net Total:	3,357.50

REP HEADLINE# 6410082
\$\$\$ APPROVED ORIGINAL REV#0 \$\$\$

REP: TEL# 703-516-9399
CREDIT ADVISORY: AGENCY
ORDER WORKSHEET

FAX# 703-516-9680
CREDIT RISK !!!
HARRIS REPORT FROM STATION NOV12/12 13.44
*** WNCN-TV ***

ADV #	ADV. NAME	ISS/AMER. PETROLEUM INST.	REP. #	OFF. #	SALESMAN #
AGY #	AGY. NAME	STRATEGIC MEDIA SERVICES	BUYER NAME	STEPHEN SZOSTAK	
		3299 K. STREET NW, SUITE 200	SALES PRSN	WA- MICK NESCI (H)	
		WASHINGTON, DC 20007			
ORDER #	CONTRACT #	6410082	CLASS: NATL.	LOCAL	REGIONAL
PRDCT	API TARGET	2012	EST#3299	COMMENTS: (LINE, ORDER, INVOICE)	
FLIGHT DATES	NOV26/12	DEC2/12	WK-1		
CITY TAX	STATE TAX	CO-OP BILLING NEEDED	DATE	NOV12/12	13.44

REP: NEW ORDER
TTL \$3,950 @13X
PLEASE CONFIRM
THANKS! KIM FOR MICK

CON CM AMERICAN PETROLEUM INSTITUTE — TARGET 2012

NOTICE: CHANGES OF THIS ORDER HAVE BEEN APPROVED. CONTRACT SCHEDULED FOR GENERATION

CONTRACT TOTAL \$3,950.00
TOTAL SPOTS 13

REP HEADLINE# 6410082
*** ORIGINAL REV#0 ***

REP: TEL# 703-516-9399
CREDIT ADVISORY: AGENCY
ORDER WORKSHEET

FAX# 703-516-9680
CREDIT RISK !!!
HARRIS REPORT FROM REP

NOV12/12 11.22
*** WNCN-TV ***

ADV # ADV. NAME ISS/AMER. PETROLEUM INST.
AGY # AGY. NAME STRATEGIC MEDIA SERVICES

3299 K. STREET NW, SUITE 200

WASHINGTON, DC 20007

REP. # OFF. # SALESMAN #

BUYER NAME STEPHEN SZOSTAK

SALES PRSN WA- MICK NESCI (H)

ORDER # CONTRACT # 6410082

CLASS: NATL. LOCAL REGIONAL

PRDCT API TARGET 2012 EST#3299 COMMENTS: (LINE, ORDER, INVOICE)

FLIGHT DATES NOV26/12 DEC2/12 WK-1

CITY TAX STATE TAX CO-OP BILLING NEEDED DATE NOV12/12 11.22

REP: NEW ORDER
TTL \$3,950 @13X
PLEASE CONFIRM
THANKS! KIM FOR MICK

CON CM AMERICAN PETROLEUM INSTITUTE — TARGET 2012

LINE#	REP	CD	TIME PERIOD	LGTH	SEC	RATE	START DATE	END DATE	SPTS/WK	WEEK INVT	DAYS	TOTL SPTS
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AGENCY ADVERTISER CODE =
AGENCY PRODUCT CODE =
AGENCY EST# = 3299

1			600A-700A	30		\$225.00	11/27	11/29	2		TU, TH	2
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PROGRAM : 6AM NEWS
CON COM1 : 6AM NEWS

2			700A-900A	30		\$400.00	11/26	11/28	2		M, W	2
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PROGRAM : TODAY SHOW
CON COM1 : TODAY SHOW

3			600P-630P	30		\$275.00	11/27	11/30	3		TU, TH-F	3
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PROGRAM : 6PM NEWS
CON COM1 : 6PM NEWS

MMW
11/12

REP HEADLINE# 6410082
 *** ORIGINAL REV#0 ***

REP: TEL# 703-516-9399 FAX# 703-516-9680
 CREDIT ADVISORY: AGENCY CREDIT RISK !!!
 ORDER WORKSHEET HARRIS REPORT FROM REP
 NOV12/12 11.22
 *** WNCN-TV ***

LINE#	REP	CD	TIME PERIOD	LGTH	SEC	RATE	START DATE	END DATE	SPTS /WK	WEEK INVT	DAYS	TOTL SPTS
4			700P-730P	30		\$275.00	11/26	11/28	2		M,W	2
PROGRAM : NEWS												
CON COM1: NEWS												
5			1100P-1130P	30		\$375.00	11/27	11/30	3		TU-W,F	3
PROGRAM : 11PM NEWS												
CON COM1: 11PM NEWS												
6			600P-630P	30		\$200.00	12/2	12/2	1		SUN	1
PROGRAM : SUN NEWS												
CON COM1: SUN NEWS												
DEC/12 \$3,950.00												
CONTRACT TOTAL												\$3,950.00
TOTAL SPOTS												.13

MARKET TOTALS \$49,375 WNCN 8% WRAL 45% WTVB 39% WRAZ 8% WRDC 0% WLFL 0% CABL 0%
 SHARES ARE ESTIMATED
 SVC- NSI BOOKS- NOV/11
 DEMOS- RA35+*

AGREEMENT FORM FOR NON-CANDIDATE/ISSUE ADVERTISEMENTS

Station and Location:	Date:
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I, Neil Williams
do hereby request station time concerning the following issue:

Broadcast Length	Time of Day, Rotation or Package	Days	Class	Times per Week	Number of Weeks

Total Charges:

This broadcast time will be used by: American Petroleum Institute

Does the programming (in whole or in part) communicate "a message relating to any political matter of national importance?"

☐ Yes
 ☐ No

For programming that "communicates a message relating to any political matter of national importance," list the name of the legally qualified candidate(s) the programming refers to, the office(s) being sought and the date(s) of the election(s) (if applicable):

For programming that "communicates a message relating to any political matter of national importance," attach Agreed Upon Schedule (Page 3)

I represent that the payment for the above described broadcast time has been furnished by:

American Petroleum Institute

and you are authorized to announce the time as paid for by such person or entity. The entity furnishing the payment, if other than an individual person, is:

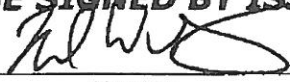
☐ a corporation; ☐ a committee; ☐ an association; ☒ or other unincorporated group.

The names, offices, and addresses of the chief executive officers, directors, and/or authorized agents of the entity are named below (may be attached separately):

THIS STATION DOES NOT DISCRIMINATE OR PERMIT DISCRIMINATION ON THE BASIS OF RACE OR ETHNICITY IN THE PLACMENT OF ADVERTISING.

I agree to indemnify and hold harmless the station for any damages or liability, including reasonable attorney's fees, that may ensue from the broadcast of the above-requested advertisement(s). For the above-stated broadcast(s), I also agree to prepare a script, transcript, or tape, which will be delivered to the station at least _____ before the time of the scheduled broadcasts.

TO BE SIGNED BY ISSUE-ADVERTISER

4/22/11

202-337-5700

Date
Signature
Contact Phone Number

TO BE SIGNED BY STATION REPRESENTATIVE

☐ Accepted
 ☐ Accepted in Part
 ☐ Rejected

Signature
Printed Name
Title